

EXPANDED PERFORMANCE DATA

Audience Size & Weekly Reach

Country	Population	Radio Audience Size	Radio Weekly Reach %	TV Audience Size	TV Weekly Reach %	USIB Internet Audience Size	USIB Internet Weekly Reach %
Algeria	36,000,000	54,748	1.4	410,607	10.5	7,821	0.2
Egypt	82,600,000	2,264,466	4.3	7,741,314	14.7	526,620	1.0
Iraq	32,700,000	5,355,360	28.8	9,018,575	48.5	2,621,895	14.1
Jordan	6,600,000	659,295	16.1	900,900	22.0	57,330	1.4
Kuwait	2,800,000	434,067	33.7	274,351	21.3	54,097	4.2
Lebanon	4,300,000	354,750	11.0	277,350	8.6	16,125	0.5
Morocco	32,300,000	3,327,897	33.5	1,658,982	16.7	99,340	1.0
Oman	3,000,000	31,484	1.7	557,452	30.1	64,820	3.5
Palestinian Territories	4,200,000	154,560	6.9	206,080	9.2	24,640	1.1
Saudi Arabia	27,500,000	345,239	3.3	1,663,426	15.9	52,309	0.5
Syria	22,500,000	1,509,490	11.5	3,228,996	24.6	262,520	2.0
UAE	7,900,000	292,406	37.4	189,204	24.2	21,109	2.7

Awareness, Credibility & Understanding

Country	Radio Aware. %	Radio Cred. %	Radio Under. Current Events %	Radio Under. U.S. Culture* %	Radio Under. U.S. Policies* %	TV Aware. %	TV Cred. %	TV Under. Current Events %	TV Under. U.S. Culture* %	TV Under. U.S. Policies* %
Algeria	6%		53%	47%	45%	46%		53%	47%	52%
Egypt	na		76%	48%	48%	na		75%	47%	43%
Iraq	na		RFE/RL-76% MBN-93%	RFE/RL-95% MBN-46%	RFE/RL-na MBN-45%	na		89%	44%	41%
Jordan	na		47%	26%	25%	na		47%	29%	27%
Kuwait	80%		89%	59%	58%	75%		86%	68%	70%
Lebanon	na		52%	29%	30%	na		64%	57%	59%
Morocco	na		82%	63%	59%	na		75%	66%	65%
Oman	7%		86%	80%	71%	67%		84%	75%	74%
Palestinian Territories	33%		46%	71%	67%	34%		41%	69%	59%
Saudi Arabia	na		69%	41%	39%	na		72%	57%	52%
Syria	51%		68%	43%	41%	na		54%	43%	44%
UAE	na		76%	55%	50%	na		95%	79%	75%

Credibility: Percentage of surveyed weekly audience that found broadcasts credible (%)

Understanding: Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%) * RFE/RL's question was "Understanding of Current Events in Country"

Culture: Percentage of surveyed weekly audiences that found broadcasts increased their understanding of U.S Culture (VOA/MBN) or Current Events in Country (RFE/RFA)

Culture: Percentage of surveyed weekly audiences that found broadcasts increased their understanding of U.S Policies (VOA/MBN) or International Developments that Affect Country (RFE/RFA)

Audience Size & Weekly Reach (cont.)

Country	Population	USIB Audience Size	USIB Weekly Reach %	BBC Unduplicated Audience Size	BBC Unduplicated Weekly Reach %	Other International Broadcaster Audience Size	Other International Broadcaster Weekly Reach %
Algeria	36,000,000	449,712	11.5			Aljazeera- 2,338,504	59.8
Egypt	82,600,000	9,268,512	17.6	10,058,442	19.1	Aljazeera- 32,492,454	61.7
Iraq	32,700,000	12,328,485	66.3	7,047,505	37.9	Aljazeera- 9,873,945	53.1
Jordan	6,600,000	1,322,685	32.3	1,011,465	24.7	Aljazeera- 3,576,816	84.2
Kuwait	2,800,000	575,750	44.7	503,621	39.1	Aljazeera- 842,373	65.4
Lebanon	4,300,000	574,050	17.8	316,050	9.8	Aljazeera- 1,327,560	46.0
Morocco	32,300,000	4,182,223	42.1	2,205,353	22.2	Aljazeera- 8,632,664	86.9
Oman	3,000,000	609,308	32.9	287,060	15.5	Aljazeera- 1,227,876	66.3
Palestinian Territories	4,200,000	224,000	10.0	241,920	10.8	Aljazeera- 1,552,320	69.3
Saudi Arabia	27,500,000	1,893,585	18.1	2,772,376	26.5	Aljazeera- 6,193,384	59.2
Syria	22,500,000	4,279,076	32.6	3,425,886	26.1	Aljazeera- 10,172,650	77.5
UAE	7,900,000	377,625	48.3	312,733	40.0	Aljazeera- 522,500	85.9

Media Use

Country	Own TV	Own Sat. Dish	Own Cable Access	Weekly TV Use	Weekly TV For News	Own Radio	Weekly Radio Use	Weekly FM Use	Weekly MW Use	Weekly SW Use	Radio Use for News
Algeria	98%	88%	35%	95%	93%		57%	51%	7%	2%	
Egypt	99%	82%	23%	99%	97%	59%	39%	25%	21%	3%	24%
Iraq	100%	99%	14%	99%	99%	74%	55%	46%	22%	12%	44%
Jordan	100%	99%	2%	99%	98%	43%	61%	59%	4%	1%	48%
Kuwait	100%	99%	40%	91%	89%	72%	62%	56%	34%	20%	60%
Lebanon	100%	44%	67%	99%	97%	88%	63%	63%	5%	1%	42%
Morocco	100%	95%	7%	100%	100%	88%	71%	74%	20%	6%	67%
Oman	100%	99%	5%	98%	80%		74%	66%	40%	20%	
Palestinian Terr.	98%	93%	25%	89%	86%	59%	47%	40%	9%	2%	38%
Saudi Arabia	100%	98%	12%	99%	97%	67%	72%	67%	24%	10%	61%
Syria	100%	98%	18%	99%	83%	72%	58%	41%	10%	5%	
UAE	100%	100 %	40%	100%	98%	70%	78%	77%	28%	17%	68%

Country	Own PC	Own Int. Acc.	Weekly Internet Use	Weekly Internet For News	Own Cell Phone	Weekly Use SMS	Weekly SMS For News
Algeria	45%	31%	24%	22%	82%	na	
Egypt	46%	27%	23%	20%	94%	44%	5%
Iraq	56%	29%	35%	26%	98%	68%	7%
Jordan	61%	32%	36%	30%	97%	77%	8%
Kuwait	87%	82%	77%	71%	99%	99%	
Lebanon	72%	58%	49%	27%	94%	82%	8%
Morocco	48%	47%	39%	32%	99%	79%	3%
Oman	52%	35%	32%	16%	97%	94%	
Palestinian Terr.	50%	39%	32%	30%	88%	55%	8%
Saudi Arabia	80%	73%	59%	42%	99%	87%	15%
Syria	60%	44%	28%	19%	86%	63%	
UAE	93%	91%	68%	49%	100%	90%	20%